

## ORDER



**Orders**  
**Order / Rev:** 184395  
**Alt Order #:**  
**Product Desc:** Coffman for Congress  
**Estimate:** 2671  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Media Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congress/Coffman (R)  
**Demographic:** A25-54  
**Product Codes:** PL3-US House Rep  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	69	\$70,935.00	\$60,294.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$70,935.00	\$60,294.75	0.00
<b>Totals</b>	<b>69</b>	<b>\$70,935.00</b>	<b>\$60,294.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/13/12	10/13/12	ABC College FB - Prime/PA	CA	6P-930P	-----S-	:30	1	\$2,700.00	P3	0.00	NM	1	\$2,700.00
				ABC College FB - Prime/PA		(7:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$2,700.00		0.00			
N 2	KMGH	10/14/12	10/14/12	ABC Sun B	CA	7P-8P	-----S	:30	1	\$4,500.00	P3	0.00	NM	1	\$4,500.00
				ABC Sun B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$4,500.00		0.00			
N 3	KMGH	10/09/12	10/15/12	10P NEWS - M-F/SU	CA	10P-1037P	11111--	:30	5	\$1,500.00	P3	0.00	NM	5	\$7,500.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--		5				\$1,500.00		0.00			
N 4	KMGH	10/13/12	10/13/12	10P NEWS - SAT	CA	10P-1037P	-----S-	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
				10P NEWS (SAT)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$625.00		0.00			
N 5	KMGH	10/14/12	10/14/12	10P NEWS - M-F/SU	CA	10P-1037P	-----S	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,500.00		0.00			
N 6	KMGH	10/09/12	10/15/12	Nightline	CA	1037P-1103P	11111--	:30	5	\$675.00	P3	0.00	NM	5	\$3,375.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--		5				\$675.00		0.00			

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Advertiser: Congress/Coffman (R)  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/10/12	10/10/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$3,450.00	P3	0.00	NM	1	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$3,450.00		0.00			
N 8	KMGH	10/09/12	10/09/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$5,000.00		0.00			
N 9	KMGH	10/15/12	10/15/12	ABC Mon C Mon C	CA	9P-10P	M-----	:30	1	\$5,700.00	P3	0.00	NM	1	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$5,700.00		0.00			
N 10	KMGH	10/15/12	10/15/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$6,000.00	P3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$6,000.00		0.00			
N 11	KMGH	10/09/12	10/15/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	1111---	:30	4	\$1,575.00	P3	0.00	NM	4	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111---					4	\$1,575.00		0.00			
N 12	KMGH	10/09/12	10/15/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	1111--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111--					5	\$1,375.00		0.00			
N 13	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$525.00		0.00			
N 14	KMGH	10/13/12	10/13/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	2	\$375.00	P3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$375.00		0.00			
N 15	KMGH	10/09/12	10/15/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	-1-11--	:30	3	\$750.00	P3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-1-11--					3	\$750.00		0.00			
N 16	KMGH	10/09/12	10/15/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	1111--	:30	5	\$275.00	P3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111--					5	\$275.00		0.00			
N 17	KMGH	10/09/12	10/15/12	The View THE VIEW	CA	10A-11A	1111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111--					5	\$450.00		0.00			
N 18	KMGH	10/09/12	10/15/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	1111--	:30	5	\$200.00	P3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111--					5	\$200.00		0.00			
N 19	KMGH	10/09/12	10/15/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	1111--	:30	5	\$200.00	P3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1111--					5	\$200.00		0.00			
N 20	KMGH	10/14/12	10/14/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$315.00	P3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$315.00		0.00			
N 21	KMGH	10/14/12	10/14/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N21	KMGH	10/14/12	10/14/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A - - - - - S	:30	1	\$120.00	P3	0.00 NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- - - - - S		1		\$120.00		0.00			
N22	KMGH	10/13/12	10/13/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A - - - - - S-	:30	2	\$300.00	P3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- - - - - S-		2		\$300.00		0.00			
N23	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A 11111 - -	:30	5	\$625.00	P3	0.00 NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111 - -		5		\$625.00		0.00			
N24	KMGH	10/09/12	10/15/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A 11111 - -	:30	5	\$625.00	P3	0.00 NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111 - -		5		\$625.00		0.00			
N25	KMGH	10/14/12	10/14/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p - - - - - S	:30	1	\$450.00	P3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- - - - - S		1		\$450.00		0.00			
Totals												69	\$70,935.00